

MONROE LODGING TAX ADVISORY COMMITTEE MINUTES OCTOBER 6, 2015

CALL TO ORDER AND ROLL CALL

The October 6, 2015, Lodging Tax Advisory Committee meeting was called to order by Chairperson Geoffrey Thomas, Mayor, at 5:11 p.m., Council Chambers, City Hall.

Committee members present: Mayor Geoffrey Thomas, Una Wirkebau-Hartt – Monroe Chamber of Commerce, Doug Hobbs – High Road Promotions/Evergreen Speedway.

Staff members present: Brad Feilberg, Public Works Director

REVIEW OF LODGING TAX GRANT APPLICATIONS

Five applications were received:

1. Monroe Chamber of Commerce - \$55,000 for Marketing and Tourism Promotion for the City of Monroe
2. City of Monroe - \$5,000 for USA Triathlon Tri-Monroe @ Lake Tye Park
3. City of Monroe - \$4,000 for MasterCraft Pro Wakeboard Tour @ Lake Tye Park
4. City of Monroe - \$3,000 for Destination Brochure
5. Downtown Monroe Association - \$16,750 for Downtown Monroe Association Comprehensive Work Plan for Downtown Core Revitalization

Members of the committee discussed the submittals. Concern was voiced regarding the applicability of the proposal from the Downtown Monroe Association to increase tourism in the short term and of the ability of the Monroe Chamber of Commerce to perform the proposed activities in light of the pending departure of the current Executive Director.

Additional information was requested by the committee to be provided at the next meeting:

1. Actual expenses incurred at past Tri-Monroe triathlons and Pro Wakeboard events.
2. A sample contract for Marketing and Tourism Promotion Services.
3. Lodging Tax revenue and expense history and projections

LTAC MEETING SCHEUDLE

Next meeting will be held on October 22, 2015 at 5:00 PM at Monroe City Hall; for the purpose of reviewing the additional information requested and making recommendations.

ADJOURNMENT

The motion was made by LTAC Member Wirkabau-Hartt, and seconded by LTAC Member Hobbs, to adjourn the meeting. On vote,

Motion carried 3/0.

Meeting adjourned 6:15 p.m.